

# BBC

The BBC is the world's best known broadcasting brand, offering the full range of programmes from independent journalism to live music, arts and specialist factual programmes to ambitious drama and comedy and outstanding children's content. BBC programmes are accessed via 10 UK-wide network television services, 10 national and 47 Nations and regional radio stations, plus online and interactive services.

## Market

Broadcasting is changing rapidly worldwide as technologies and markets converge, and as content and competition become increasingly global. The UK continues to see commercial broadcasters emphasise their national and global roles, often to the detriment of local provision. The BBC recognises that it exists in an increasingly global marketplace, but through its partnership strategy aims to support UK public service broadcasting and the wider UK media sector.

Difficult economic and trading conditions continued in 2010, highlighting the opportunities and support that the BBC is able to offer to the media industry through its careful investment of the licence fee. It works with the big players such as ITV and Channel 4 through Freeview, the digital terrestrial service – with independent producers on a range of programmes – and the best of UK on-air and off-air talent across its portfolio.



The BBC is committed to delivering efficiencies and is on target to deliver savings of £2 billion by 2013. By 2016 it aims to invest 90 pence in every pound of the licence fee in programmes and distribution.

The recent licence fee settlement as part of the Government's Comprehensive Spending Review gives stability to the BBC and its partners and ensures that much of their valuable work to engage audiences is able to continue.

## Product

The BBC is primarily a creator of high quality content and programming on television, on radio and online, with a varied portfolio of

major service brands including BBC One, BBC Two, BBC Three and BBC Four on television, while on radio the main terrestrial services – BBC Radio 1, 2, 3, 4 and 5 Live – are complemented by the digital brands BBC Radio 1Xtra, BBC Radio 5 Live Sports Extra, BBC 6 Music, BBC Radio 7 and Asian Network.

The BBC supports much of its output online; for example, ensuring children's shows are further enhanced by websites that encourage learning in a fun space. The bbc.co.uk website is a recognised brand leader in the UK, and one of the most popular content sites in the world. It is also home to the increasingly popular BBC iPlayer.



1922	1927	1936	1953	1967	1980
British Broadcasting Company (BBC) is formed by a group of leading wireless manufacturers.	The BBC gains its first royal charter, ensuring its independence from government, political and shareholder interference.	The BBC begins the world's first regular service of high definition television from Alexandra Palace, North London.	On 2nd June around 22 million people watch the Queen's coronation live on the BBC – an historic event that changes the course of television history.	BBC Two begins transmission of the first regular colour television service in Europe.	After 25 years, Children in Need becomes an event with a whole evening of dedicated programming – and raises £1 million for the first time.



Each year the BBC invests more than £1 billion in the UK's creative industries, and it is working to further spread the benefits of the licence fee and to continue to showcase the best new and existing talent. By 2016 at least half of its programming (in terms of hours) will come from outside London.

The BBC's commercial activities are highly regulated, but designed to deliver cash back for the BBC to invest in original content. BBC Worldwide sells content, format and merchandising rights in order to optimise the initial investment made by licence fee payers. BBC Studios & Post Production offers facilities to both the BBC and the external market.

## Achievements

The BBC continues to claim a host of awards in recognition of its high quality programming. In 2010 these included 40 Royal Television Society Awards, 10 International Emmy Awards, 22 BAFTA Awards, 14 Broadcast Awards, 11 Gold Sony Awards – including Station of the Year – and two Webby Awards. Since its launch, BBC iPlayer alone has received more than 35 marketing and technology awards.

In addition, the BBC maintained its Platinum ranking for 2009/10 in the Business in the Community Corporate Responsibility Index.

## Recent Developments

The BBC has to balance retaining a valuable brand heritage with staying relevant in an era of on-demand content across a range of new platforms. The launch of BBC One HD in



1998	2007
BBC Choice, the first BBC digital TV channel, launches. It goes on to become BBC Three in 2003.	BBC iPlayer launches at Christmas and transforms media consumption in the UK, with 360 million views in its first three months.

November 2010 epitomises the way in which the BBC is rising to the challenge, allowing viewers with high definition (HD) to tune in to a dedicated simulcast of BBC One in HD for popular programmes such as Strictly Come Dancing, The Apprentice and EastEnders, which has recently started filming in HD.



## Promotion

The trademark block letters of the BBC master brand are associated worldwide with values of quality, trust, independence, creativity and distinctiveness.



Subsidiary brand identities – for channels and services, or for specific events such as the UK election branding in May 2010 – are designed to build on those core values and to help audiences find the content they will enjoy through integrated communications campaigns.

The BBC News Election 2010 campaign, aimed at establishing the BBC as the home of the general and English local elections, comprised a set of TV and radio trails, online content and editorial cross-promotion leading up to and beyond election day. The campaign message, Making It Clear, reflected audience perceptions of the role the BBC plays in bringing clarity to frequently complex election or policy issues.

2008	2010
The first full digital switchover takes place in Whitehaven, Cumbria.	BBC Television Centre, the world's first purpose-built television building, celebrates its 50th anniversary, and long-running soap EastEnders celebrates 25 years on-air.

as well as its independent analysis that allows viewers and listeners to make up their own minds. More than four out of five people in the UK engaged with BBC election coverage (Source: YouGov).

For CBBC, the Get the Horrible Histories Look campaign launched the 2010 series of the channel's historical sketch show aimed at 6-12 year-olds. The television trail, mobile audio file and online app were well received and positioned the CBBC brand as cool, feisty, bold, fresh and infectious.

In 2010, BBC Proms continued to offer low cost tickets (from £5), broad and accessible programming, creative use of interactive technology, an extensive learning programme, and pre-concert and participatory events to attract new and younger attendees. Attendance was up by five per cent year-on-year, with 313,000 attendances for the 89 concerts. More than 18 million people had a Proms experience in 2010, either live or via BBC iPlayer.

## Brand Values

The BBC exists to serve the public interest and to inform, educate and entertain audiences with programmes and services of high quality, originality and value. The BBC brand depends on the BBC's reputation to offer original and independent news, formal and informal learning to all age groups, and unique and innovative content not found elsewhere. The BBC is a supporter of, and showcase for, the best of British creativity.

## Things you didn't know about the BBC

The BBC costs each licensed UK household just under 40 pence per day.

Its coverage of the FIFA World Cup was seen by 44.5 million in the UK.

BBC iPlayer is the UK's most popular catch-up service online, with almost 120 million requests per month.

The BBC set up the first dedicated children's programme department more than 60 years ago – and Blue Peter has been a stalwart in its schedules for 53 of them.